

ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh *Current Ratio*, Pertumbuhan Penjualan, dan *Return On Asset*, *Return On Equity*, dan *Net Profit Margin* terhadap Harga Saham pada perusahaan manufaktur.

Populasi yang digunakan dalam penelitian ini adalah 104 perusahaan yang terdaftar di Galeri Investasi Bursa Efek Indonesia (BEI) selama periode 2014-2016. Berdasarkan kriteria yang ditentukan maka diperoleh sampel sebanyak 90 perusahaan. Teknik pengambilan sampel dalam penelitian ini menggunakan metode *purposive sampling*. Data dalam penelitian ini menggunakan data sekunder. Adapun teknik analisis data yang digunakan adalah analisis regresi berganda dengan alat bantu aplikasi SPSS (*Statistical Product and Service Solution*) versi 21.0.

Hasil penelitian ini menunjukkan bahwa variabel *Return On Asset* berpengaruh positif terhadap Harga Saham. Sedangkan untuk variabel *Current Ratio*, Pertumbuhan Penjualan, *Return On Equity* dan *Net Profit Margin* tidak berpengaruh terhadap Harga Saham.

Kata Kunci: *Current Ratio*, Pertumbuhan Penjualan, *Return On Asset*, *Return On Equity*, *Net Profit Margin* dan Harga Saham

ABSTRACT

This research is aimed to examine the influence of Current Ratio, Sales Growth, and Return on Asset, Return on Equity, and Net Profit Margin to the Stock Price of two-sector manufacturing companies that is basic and chemical industry sector and consumer goods industry.

The population is 104 companies which are listed in Indonesia Stock Exchange Investment Gallery (IDX) in 2014-2016 periods. Based on the predetermined criteria, so 90 companies have been obtained as samples. The sample collection technique has been done by using purposive sampling method. The data is the secondary data. The data analysis technique has been carried out by using multiple regressions analysis and the 21st version of SPSS application tools (Statistical Product and Service Solution).

The results indicate that the Return on Asset gives positive influence to the Stock Price. Meanwhile, Current Ratio, Sales Growth, Return on Equity and Net Profit Margin do not give any influence to the Stock Price.

Keywords: current ratio, sales growth, return on asset, return on equity, net profit margin, stock price.

